

Message Text

LIMITED OFFICIAL USE

PAGE 01 NAIROB 04060 151426Z
ACTION AF-10

INFO OCT-01 ISO-00 EB-08 /019 W
-----119131 151429Z /43
O R 151410Z MAR 78
FM AMEMBASSY NAIROBI
TO USDOC WASHDC IMMEDIATE
INFO SECSTATE WASHDC 5931

LIMITED OFFICIAL USE NAIROBI 4060

E.O. 11652: N/A
TAGS: BEXP, KE
SUBJECT: TRADE FACILITATION: KENYA ARMY REQUIREMENT FOR JEEPS

REF: NAIROBI 0543

1. CHRIS KENNY, SALES MANAGER, LIMA LIMITED, P.O.B. 18346, NAIROBI, TEL: 555922, CABLE: LIMA, TELEX: 22336, HAS APPROACHED EMBASSY FOR FACILITATIVE ASSISTANCE REGARDING POSSIBLE KENYA ARMY PURCHASE OF JEEP-TYPE VEHICLES.

2. ACCORDING TO MR. KENNY, LOCAL LEYLAND ASSEMBLY PLANT IS UNABLE TO SATISFY DEMAND FOR LAND ROVERS (DELIVERY CURRENTLY DELAYED 9-12 MONTHS). BECAUSE OF ARMY'S IMMEDIATE REQUIREMENT FOR AS MANY AS 500 OF THIS TYPE VEHICLE, KENYA GOVERNMENT WILL PROBABLY IMPORT A SUBSTITUTE AND FAVORS THE AMERICAN MOTORS CORPORATION JEEP.

3. COOPER MOTORS CORPORATION REPRESENTATIVES (SEE REFTTEL) RECENTLY VISITED U.S. AND PROBABLY DISCUSSED MATTER WITH A.M.C.

4. LIMA LTD. IS INTERESTED IN REPRESENTING A.M.C. FOR PURPOSES OF SATISFYING PRESENT KENYA ARMY REQUIREMENT, FUTURE PRIVATE SECTOR MARKETING, AND REPRESENTATION IN SOUTHERN SUDAN. MR. KENNY WILLING TO VISIT U.S. ON
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EXPRESSION OF INTEREST.

5. COMMENT. IF A.M.C. NOT ALREADY COMMITTED TO C.M.C. FOR ARMY REQUIREMENT, DISCUSSION WITH LIMA MIGHT BE INTERESTING. C.M.C. IS DISTRIBUTOR OF LEYLAND VEHICLES AND HAS EQUITY IN LEYLAND ASSEMBLY PLANT. A.M.C. POTENTIAL MAY NOT BE BEST SERVED BY DIRECT CONNECTION WITH PRINCIPAL

COMPETITOR.

6. C.M.C. IS PUBLIC COMPANY. LARGEST SHAREHOLDER IS REPORTEDLY KENYA GOVERNMENT (15-20 PERCENT) AND BENZIMRA FAMILY (10 PERCENT). ATTORNEY GENERAL NJONJO IS DIRECTOR. LIMA LIMITED REPRESENTS INTERNATIONAL HARVESTER TRACTORS AND HAS GREATLY INCREASED MARKET SHARE OVER LAST TWO YEARS. VICE PRESIDENT MOI CONTROLS (65 PERCENT), HIS UNDERSECRETARY, NICK BIWOTT HOLDING ADDITIONAL (27.5 PERCENT). BUSINESS REPUTATION OF BOTH FIRMS IS UNQUESTIONED.

7. ACTION REQUESTED. CONTACT A.M.C. OFFICIALS INVOLVED AND CONVEY PRECEDING. IF INTERESTED, A.M.C. CAN CONTACT LIMA DIRECTLY OR PASS MESSAGE THROUGH EMBASSY.

BLANE

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Message Attributes

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Disposition Case Number: n/a
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